We claim:

1.    1.    A method of presenting digital content to a user on a computing device, the
2.    method comprising the steps of:

3.          providing a display on the computing device;

4.          displaying a continuous stream of digital content in a stream portion of the
5.    display;

6.          obtaining a current context of the user and the computing device;

7.          providing contextual sensitivities for the digital content items;

8.          determining a value for the digital content item's relevance of being displayed;

9.          calculating a probability of displaying the digital content item based upon the
10.   value of the digital content item's relevance of being displayed;

11.         performing a random selection of the digital content item based upon the
12.   probability of displaying the digital content item; and

13.         presenting the digital content item in the stream of digital content being
14.   displayed;

15.         wherein the stream portion of the display area may be selectively turned on and
16.   off by the user.